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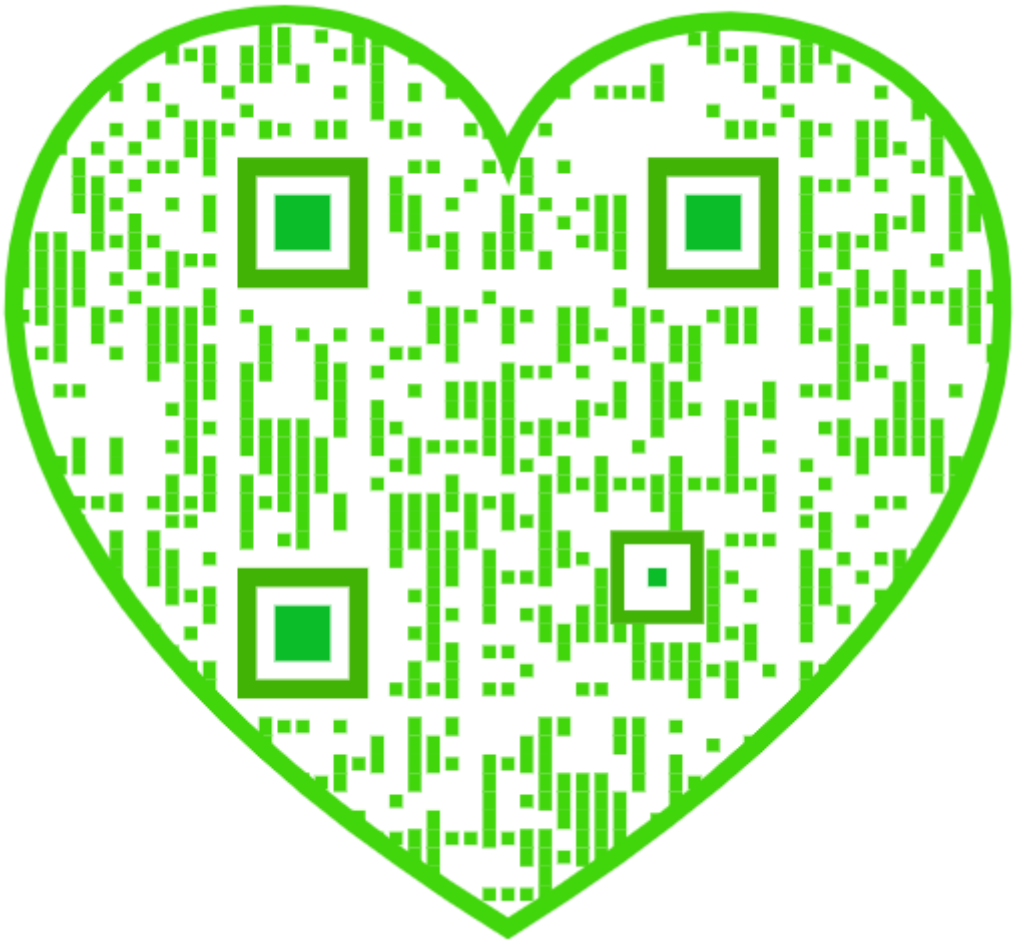
Warren's
Standard
Printing Papers



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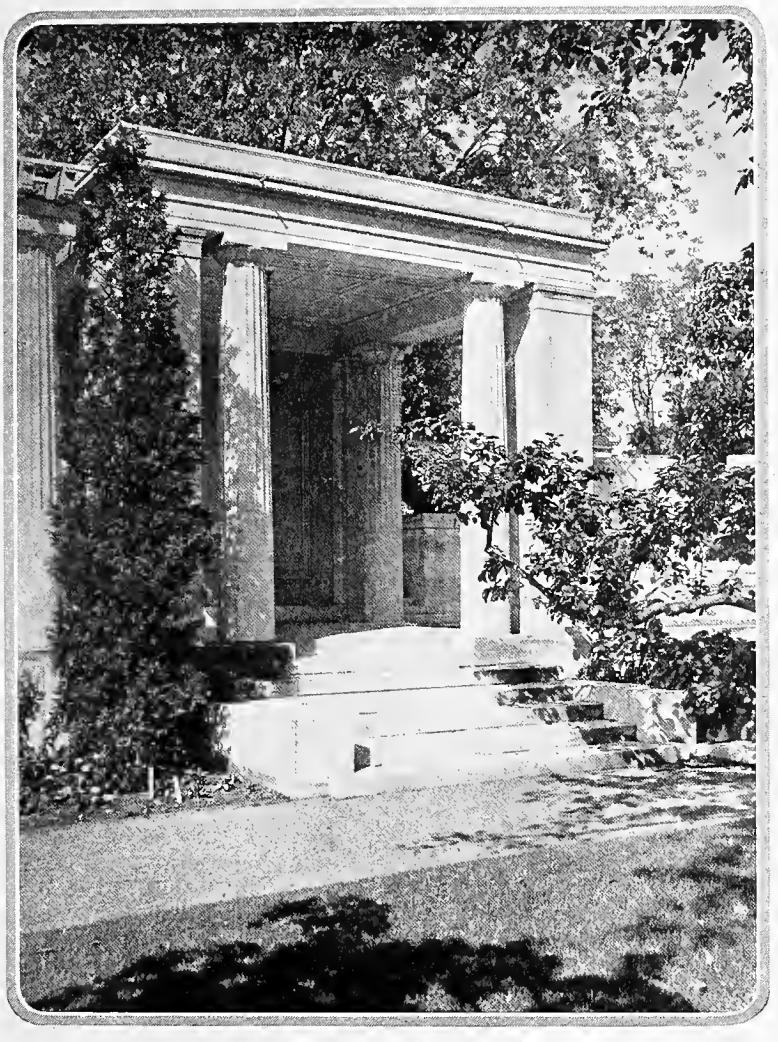

By courtesy of *House and Garden,* New York

WARREN'S PRINTONE

Semi-coated for halftone printing

Better Paper ~ Better Printing

Warren's
PRINTONE

Semi-coated for halftone printing

Illustration of new crops from home gardens in
The House Beautiful, Boston

Boston

S. D. WARREN COMPANY

1920

House and Garden, New York

An effective framing in one-way-screen border lines

Publish
NOV 1920

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WARREN'S PRINTONE

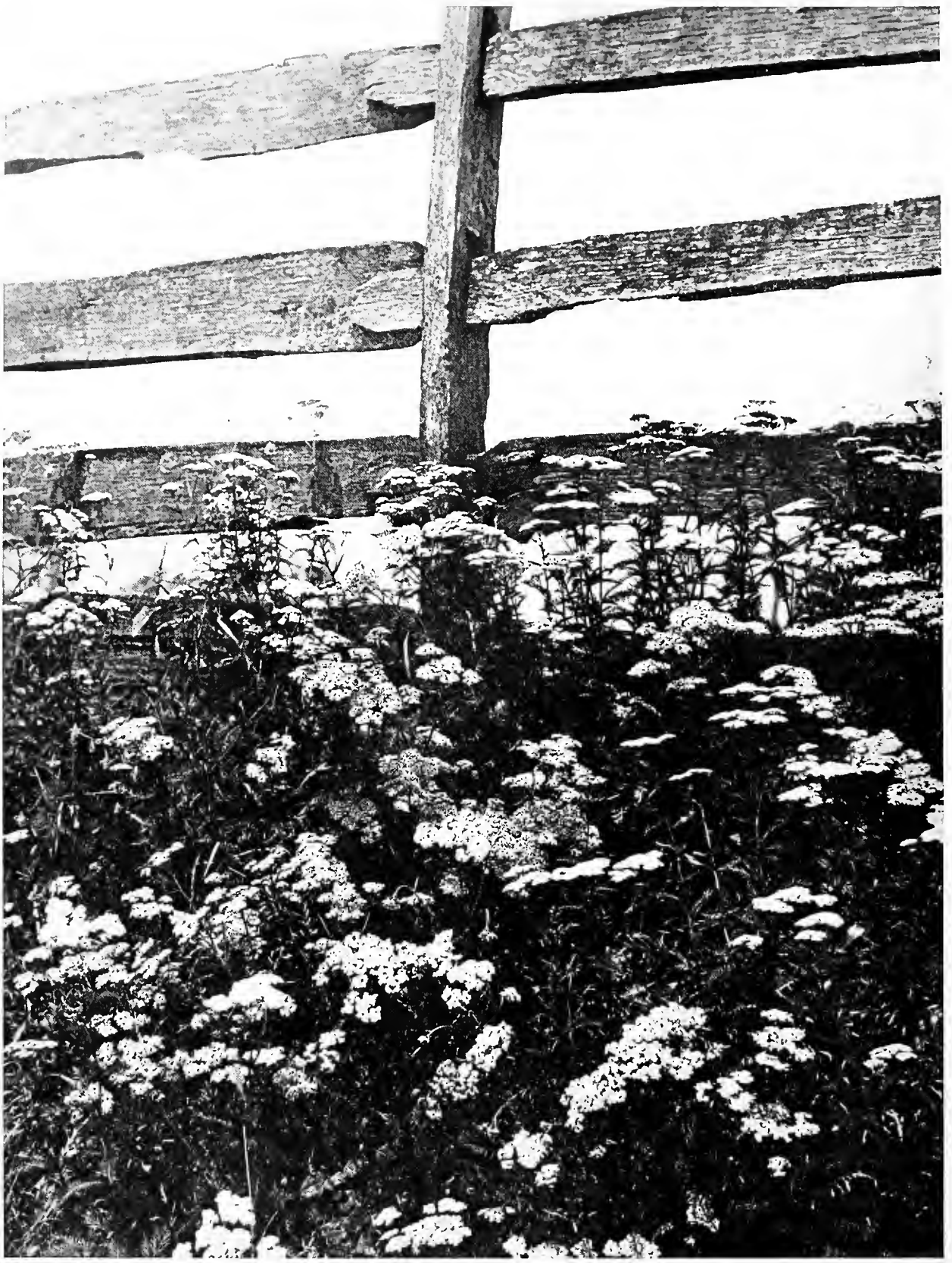
Semi-coated for halftone printing

ALL THE WONDERS of Alladin's Lamp have been rivalled by the achievements in printed salesmanship. Some of the greatest businesses of the world now have their show rooms and entire sales service in printed pages. There is no branch of industrial, commercial, and financial life in which printing has not become a dominant factor.

In the largest fields of printed salesmanship, attention has been given to the selection of papers which would yield satisfactory results in illustrations without the expense of highly coated surfaces. Warren's Printone is a paper which adequately meets these modern day requirements. The keen investigations and constant efforts given to the exactions of political advertising and of mail order catalogue making admit of no uncertainties in the selection of suitable papers. The general use of Warren's Printone for these two important lines is conclusive evidence that this paper fulfills the exactions.

In using Warren's Printone, it is not necessary to have exceptionally coarse screen halftones, so that comparatively little is sacrificed in detail or in contrast to results from similar screens used on highly coated papers. Screens ranging from 100 to 133 lines run well on Warren's Printone.

Another important feature about Warren's Printone is the high speed at which the paper can be run without offsetting. Experienced printers and advertisers find that Warren's Printone fills a large place in the particular needs which it serves. Its minimum basis of weight is 50 lbs., and a wide range of sizes is provided from 24x36 to 38x50, meeting nearly all requirements in light weight and in economical sizes.



" Full many a flower is born to blush unseen," but photography, photo-engraving, and good printing treasure and multiply many times the beauty of both the wild and cultivated flower kingdoms

HORTICULTURAL AND GARDENING PUBLICATIONS

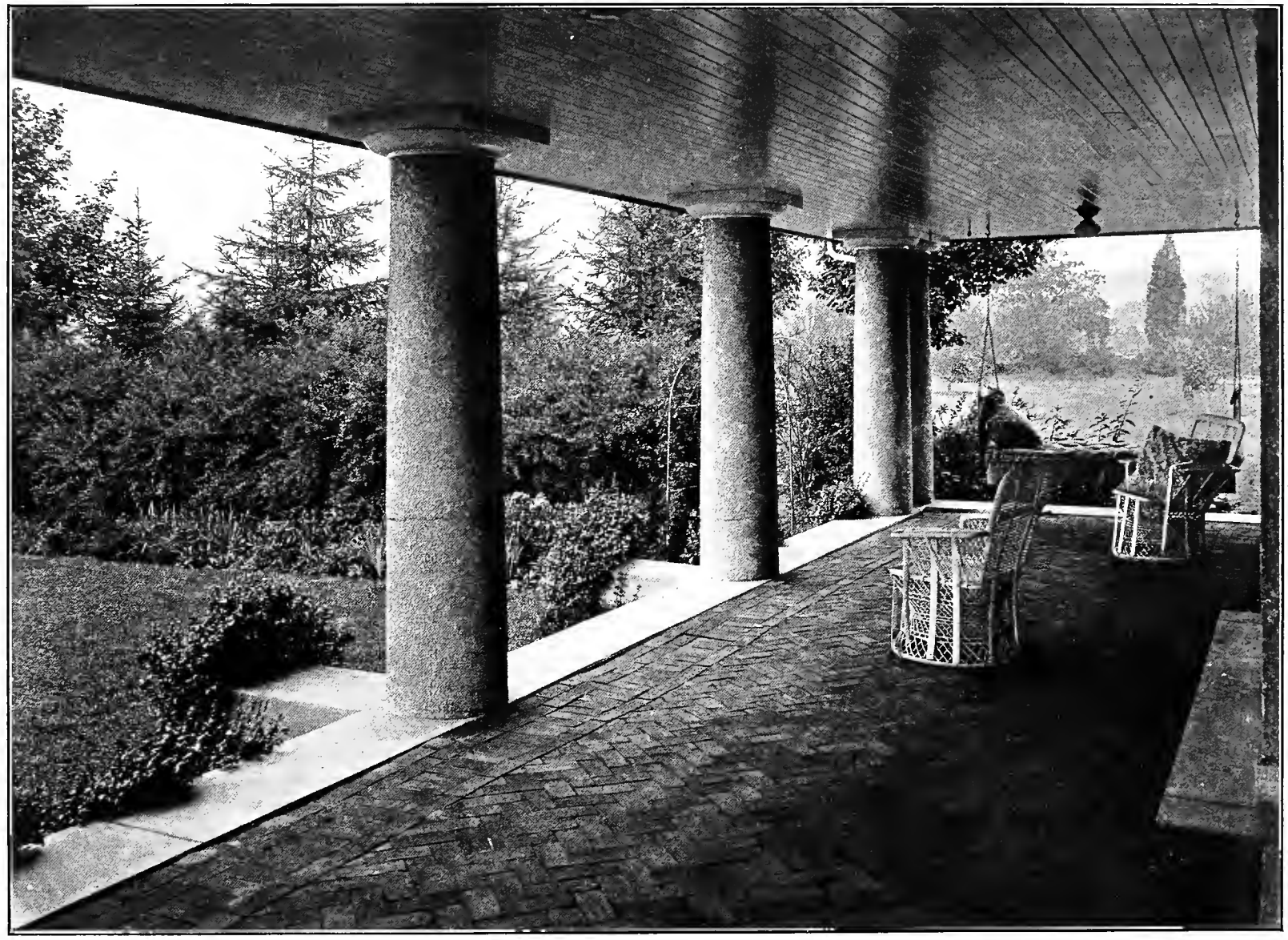
PHOTOGRAPHY and good printing have wrought a revolution in the use of illustrations for seed and horticultural catalogues. The coarse line and over-colored illustrations and worse-than-dictionary kind of typography in the old catalogues have been superseded by all the resources of photography, engraving, and process color plate making, well printed, with legible and bookish typography.

Professional and amateur photography have combined to produce a wealth of material covering every line of agriculture and horticulture. Photographs having to do with landscapes, plants, and flowers, have in themselves a beauty which makes it all the more an incentive to plan and produce good printing.

A considerable portion of catalogue making in this field is produced by printers who specialize on horticultural work. They have large collections of photographs and facilities for making an abundance of new material. There are also many allied enterprises in horticultural, greenhouses and market gardening lines in which there is considerable opportunity for printing illustrated horticultural work. The illustrations in such work offer the opportunity for a greater variety in forms and grouping than in almost any other field. The various sizes, from small plants to large trees, and from individual blossoms to climbing plants and to large groups of vegetables, all call for variations in make-up.

Under good printing conditions, solid black backgrounds and well worked out high lights give brilliancy to such catalogue pages. The illustrations of gardening tools and accessories have not as yet averaged up to the quality shown in horticultural and seed sections.

As a matter of consistency, there would seem to be every reason why



Indicative of the printed results obtainable from halftones in full color values on Warren's Printone

advantage should be taken of the best in papers and fine photographic engraving for horticultural catalogues. These publications go to many people who have discrimination in the standards of business literature. Those strictly in the agricultural class have become familiar with good printing in their periodicals, and many other large buyers of seed and implements have a direct interest in good printing in other lines of business. It is hard to say that in any class of the public, or for those in any line of business, good printing is not the best kind of investment. There are economies in the light papers for large edition work, but it is poor policy to undertake to save in the start on mediocre photographic work and engraving.

Sunlight and shade of the country home

Down the lane, where every tree and shrub have a seasonal interest in leaf, blossom or berry

Such subjects as these suggest the present interest in the development of country home environment

Forest Hills entrance to Arnold Arboretum, Boston

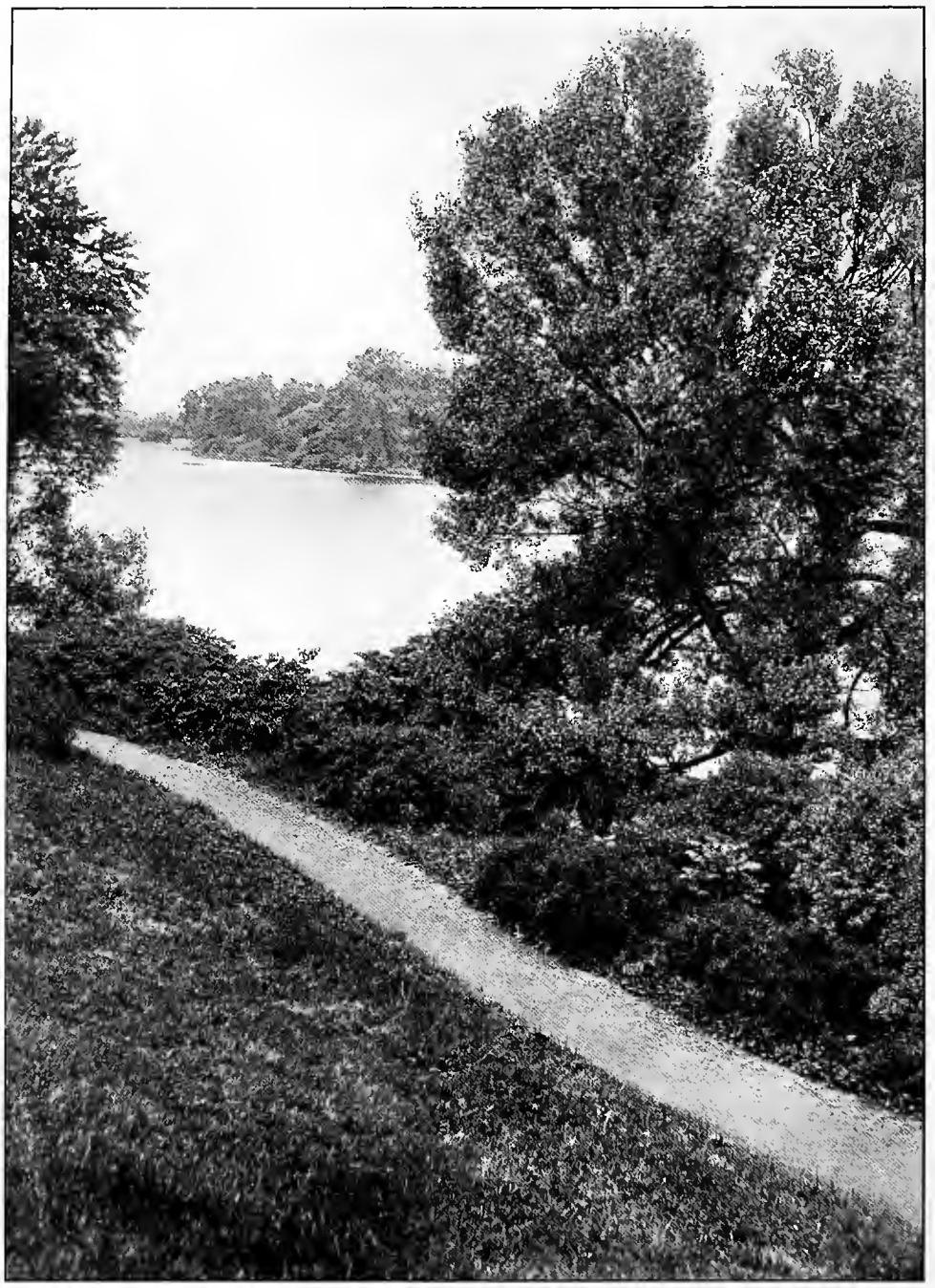
Flower studies, by courtesy of *The House Beautiful,* Boston

Native large flowered white trillium

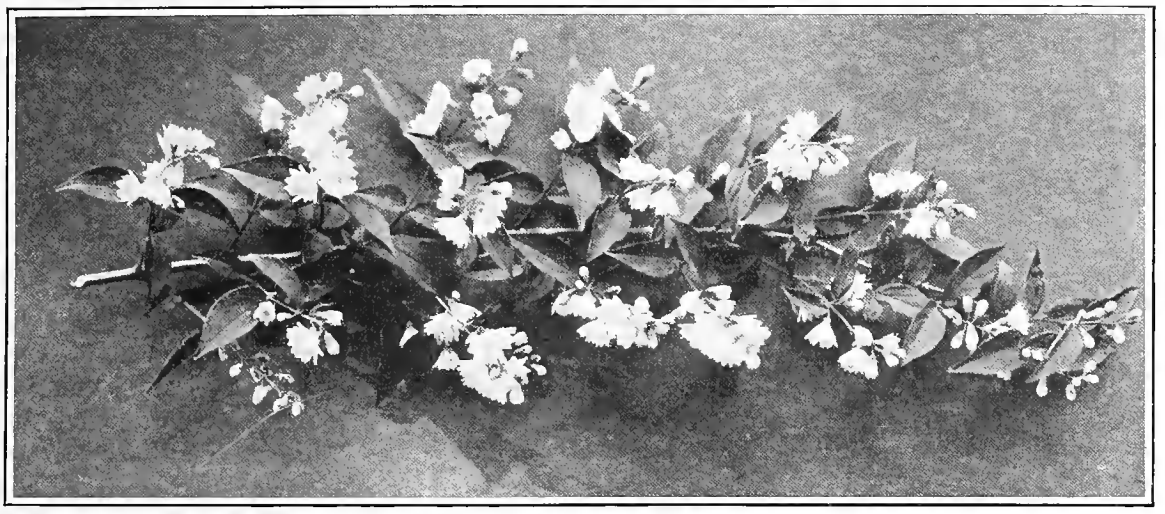
The gleaming petals of bloodroot in early spring

Variations in outlines and in groupings give an artistic interest to the gardening pages of *The House Beautiful,* Boston, as represented by these flower studies

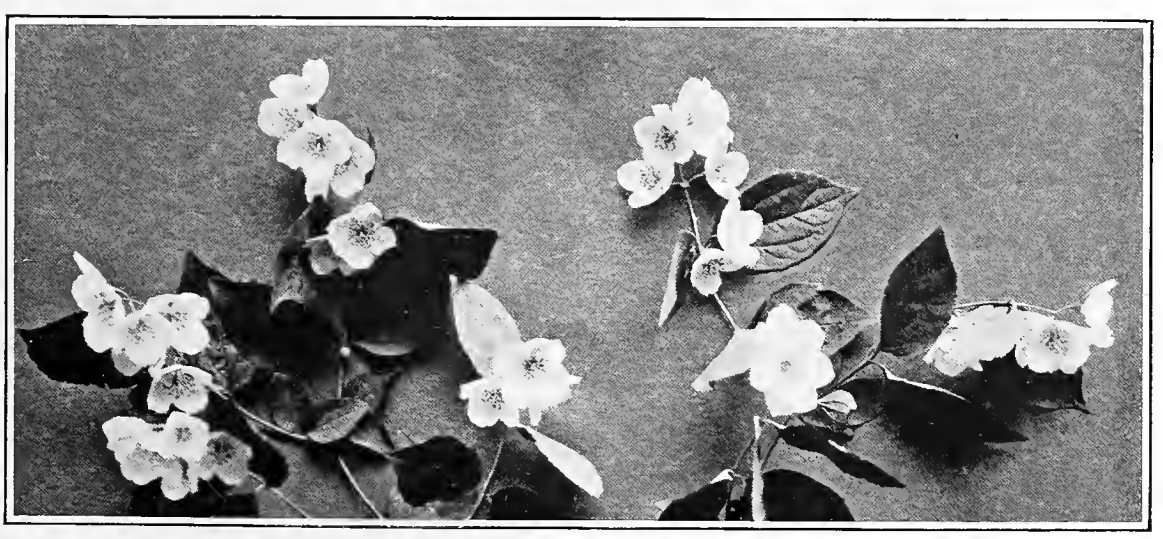
Nodding peonies and the sweet-scented briar roses are always interesting subjects for periodical and catalogue illustrations



Landscape and roadway subjects now figure prominently in horticultural and implement catalogues, which are printed to advantage on Warren's Printone



Flower studies in panel forms combine practical and decorative features in the make-up of magazine and catalogue pages. Backgrounds and line finishes like those shown on this page are well suited to large edition catalogue work on Warren's Printone



BETTER PAPER BETTER PRINTING ON WARREN'S OLDE STYLE
BETTER PAPER BETTER PRINTING ON WARREN'S SILKOTE
BETTER PAPER-BETTER PRINTING ON WARREN'S PRINTONE
BETTER PAPER-BETTER PRINTING Warren's Cumberland Coated Book
Types EARLY & MODERN
Warren's STANDARD

Warren's Standard Printing Papers

Cameo Plate Coated Book	Printone
Came Plate Post Card	Artogravure
Cameo Cover	Library Text
Lustro Superfine Coated Book	Olde Style
Warrentown Coated Book	Cumberland Super Book
Cumberland Coated Book	Cumberland Machine Book
Silkote Dullo-Enamel	Warren's India

THE WARREN SERVICE LIBRARY—VOLUME V.

PRINTERS and advertisers have in the Warren Service Library the material to lay out new work and to show how it will appear when finished. Specifications for the production of work similar to this volume, except for such variations as may be made in end leaves and cover papers, are as follows:

48 pages Warren's Printone, 25 x 38—70 lb.
Type, Cloister Oldstyle and Cloister Oldstyle Italic.
Illustrations from lead-moulded, steel-faced electrotypes of 133-line halftone engravings.
Ink, Sinclair & Valentine's Printone Black.
Sewed and trimmed to 9¼ x 12¼.
Board sides in full paper binding, end leaves drawn on.

The blank pages in this volume are perforated, and they can be used as the exact specification of stock required; as a sample of stock on which a quotation is made; for engraver's proofs on the exact stock to be used; for making dummies any size up to 8½ x 12 inches.

STOCK SIZES AND WEIGHTS OF WARREN'S PRINTONE

Size and weight	Basis 25 x 38	Size and weight	Basis 25 x 38	Size and weight	Basis 25 x 38	Size and weight	Basis 25 x 38	Size and weight	Basis 25 x 38
24 x 36—55	60	25 x 38—80		28 x 44—65	50	32 x 44—89	60	36 x 48—128	70
24 x 36—64	70	26 x 29—48	60	28 x 44—78	60	32 x 44—104	70	38 x 50—100	50
25 x 38—50		28 x 42—62	50	28 x 44—90	70	32 x 44—119	80	38 x 50—120	60
25 x 38—60		28 x 42—74	60	28 x 44—104	80	35 x 45—116	70	38 x 50—140	70
25 x 38—70		28 x 42—86	70	29 x 52—96	60	35 x 45—133	80	38 x 50—160	80
		28 x 42—99	80	32 x 44—74	50	36 x 48—110	60		

DISTRIBUTORS OF WARREN'S STANDARD PRINTING PAPERS

Atlanta, Ga.	Sloan Paper Co.
Baltimore, Md.	D. L. Ward Company
Boston, Mass.	The A. Storrs & Bement Co.
Buffalo, N. Y.	The Alling & Cory Co.
Chicago, Ill.	J. W. Butler Paper Co.
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Cleveland, Ohio	The Petrequin Paper Co.
Columbus, Ohio	The Diem & Wing Paper Co.
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Grand Rapids, Mich.	Central Michigan Paper Co.
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Los Angeles, Cal.	Sierra Paper Co.
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Newark, N. J.	Henry Lindenmeyr & Sons
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